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CONSUMER PURCHASES OF

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CITRUS AND OTHER JUICES

September 1962

CPFJ- 134

U. S. DEPARTMENT OF AGRICULTURE
ECONOMIC RESEARCH SERVICE
IN COOPERATION WITH
THE FLORIDA CITRUS COMMISSION

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen orange concentrate and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in this report are based on 4-week periods (28 days) to facilitate comparisons.

Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

December 1962

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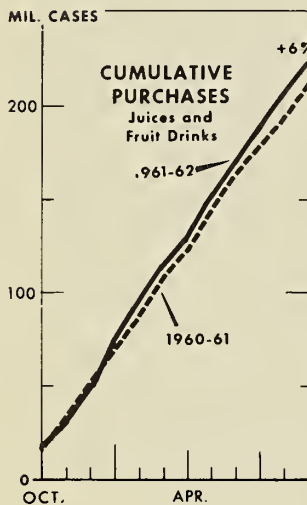
CONSUMER PURCHASES OF CITRUS AND OTHER JUICES
SEPTEMBER 1962

By Clive E. Johnson
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

Household consumers bought 18.6 million cases (equivalent single-strength) of frozen concentrated juices, canned single-strength juices, chilled orange juice, and canned fruit drinks in September 1962. This represented an increase of 4 percent -- 680,000 cases -- over the same month of 1961.



Retail prices of juices (concentrated and single-strength) and drinks were down 10 percent from September 1961 to 4.3 cents per 6-ounce serving. As a result, consumer expenditures were off about 7 percent -- \$4.2 million -- to \$57.4 million, despite the increase in retail movement.

Frozen orange concentrate accounted for 42 percent of the purchase volume and tomato juice, the closest competitor, for 9 percent. Other canned juices represented 23 percent of the market and canned fruit drinks 18 percent. The balance was about equally divided between chilled orange juice and miscellaneous frozen concentrates.

The market share for frozen orange concentrate was up 5 percentage points in comparison with September 1961; the share for canned single-strength juices was down 4 points, and that for fruit drinks was down 1 point.

By individual products, purchases of frozen orange concentrate were up 18 percent, reflecting an increase in the number of users, along with a gain in the average size of purchase. These gains coincided with a step-up in promotional activities, and a 20 percent decline in price from the preceding September.

Consumption of chilled orange juice was up 12 percent, while prices were down by that amount. Use of canned orange drink was up sharply; prices were off slightly.

On the other hand, movement of canned juices in total was

off 8 percent, with a moderate decline in the miscellaneous items, and a sharp drop in pineapple juice accounting for most of the loss. Consumption of pineapple-grapefruit drink, and miscellaneous fruit drinks was off moderately from the preceding September. Purchases of canned grapefruit sections were down 17 percent. Except for pineapple juice and miscellaneous fruit drinks, prices were down.

Total purchases of juices and drinks for the reporting year that ended September 30, 1962 amounted to 225 million cases, an increase of 6 percent -- 12 million cases -- over 1960-61. (See figure in margin of preceding page.) Consumption of frozen orange concentrate was up 14 percent (11 million cases, equivalent single-strength) and gains of 4 to 13 percent were reported for chilled orange juice, canned orange and grapefruit juices, and orange drink. Slight gains were reported for pineapple, prune and tomato juices, and for miscellaneous fruit drinks.

On the other side, consumption of pineapple-grapefruit drink, miscellaneous canned juices, and miscellaneous frozen concentrates was down from 1960-61.

Retail prices for juices and drinks averaged 4.5 cents per 6-ounce serving in 1961-62, a decline of 6 percent from 1960-61. Consumer expenditures amounted to \$727 million, about the same as a year earlier. The amount spent for chilled orange juice was up about 6 percent, and somewhat heavier expenditures were reported for canned fruit drinks. On the other hand, expenditures for frozen concentrated and canned single-strength juices were down from 1960-61.

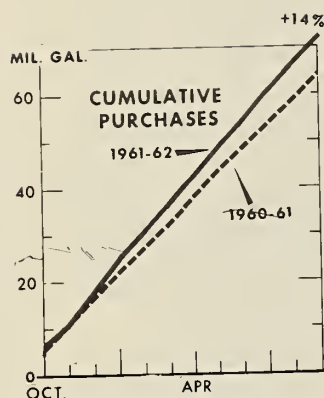
FROZEN CONCENTRATED AND CHILLED JUICES

Frozen orange purchases up 18 percent, prices down 20 percent

September purchases of frozen orange concentrate increased 18 percent -- 1 million gallons -- over the same month of 1961 to equal the record high levels that prevailed in the first quarter of 1962. The seasonal rise over August also was substantially greater than usual. ^{1/} (See tables 1 and 15, and figures 11-14.)

The gain in movement coincided with a step-up in promotional programs, including widespread distribution of price reducing coupons. Prices averaged 16 cents per 6-ounce can

^{1/} Monthly and cumulative data on purchases and expenditures for all products are for 28-day periods to facilitate comparisons. Cases are the equivalent of 24 No. 2 cans...432 ounces per case, except 480 ounces for canned grapefruit sections. Expenditures are based on prices paid for size of can usually purchased as shown in table 15.



in September, a decrease of 20 percent (4.1 cents) from a year earlier. Prices also were down 0.5 cent from August in contrast to the usual August-September rise. Frozen orange concentrate cost 4 cents per 6-ounce serving in September, compared with the average of 4.3 cents for all juices and fruit drinks.

About 31.3 percent of the Nation's families bought frozen orange concentrate in September, a gain of 2.3 percentage points over the proportion buying a year earlier. The average size of purchase also increased moderately to 8.2 cans per buying family -- an amount sufficient to serve a family of four twice a week. Both the proportion of buyers and the size of purchase were about the same as in the first months of the year.

Frozen orange concentrate accounted for nearly 42 percent of all juices and fruit drinks bought for home use in September, compared with 37 percent in September 1961, and 39 percent from December 1961 to April 1962. Chilled orange juice and canned orange drink also had greater market shares than a year earlier, but all other products had smaller shares. Canned single-strength juices represented 32 percent of the September volume, compared with 36 percent a year earlier, and the canned fruit drink share was down 1 point to 18 percent.

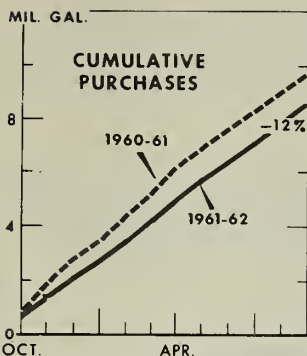
The reporting year ending September 30, was characterized by heavy supplies of frozen orange concentrate, a record level of purchases, and lower prices. Production in Florida, the principal producing area, was up 38 percent -- 31.8 million gallons -- from 1960-61, the previous record year. Household purchases, however, increased only 14 percent or 8.9 million gallons. (See chart in margin.)

Retail prices averaged 17.7 cents per 6-ounce can for 1961-62, a decline of 13 percent (2.6 cents) from the previous year. Hence, despite the increase in movement, the amount consumers spent for frozen orange concentrate -- \$274 million-- held about the same.

Miscellaneous frozen concentrates off slightly

Miscellaneous frozen concentrates, such as grapefruit, pineapple, tangerine, and blends (some containing citrus) accounted for 4.5 percent of the juices and fruit drinks used by household consumers in September. The purchase volume was down slightly from a year earlier to 710,000 gallons in contrast to the increase in use of frozen orange concentrate. (See table 15.)

Retail prices of this product group averaged 18.2 cents



Total frozen concentrates up 16 percent

per 6-ounce can, a decline of 4 percent from the preceding September. Prices have held fairly steady in contrast to the declines reported for frozen orange concentrate.

Movement in the year just ending was off 12 percent -- 1.2 million gallons -- from 1960-61, and prices were down 0.3 cent to 18.5 cents. Consumer expenditures for miscellaneous frozen concentrates totaled about \$33.6 million, a drop of 15 percent from the preceding year.

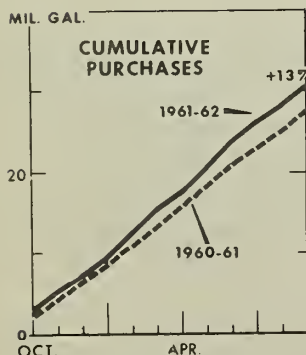
In total, 7.3 million gallons of frozen concentrated juices were bought by consumers in September, a gain of 16 percent in comparison with the same month of 1961.

On the other hand, purchases of canned single-strength juices, and canned fruit drinks declined. As a result, the September share of market for total frozen concentrates rose to about 46 percent from 41 percent a year earlier.

Purchases for the year ending with September were up 10 percent or 7.7 million gallons from 1960-61. Prices were lower, however, and consumer expenditures were down about 3 percent to \$308 million.

Frozen concentrated juices accounted for 43 percent of all juices and canned fruit drinks bought for household consumption in 1961-62. In 1960-61, these products accounted for only 41 percent of the household market.

Growth of chilled orange juice continues



Retail movement of chilled orange juice continued to increase, with September purchases up 12 percent -- 260,000 gallons -- from a year earlier to a new high for the month. Purchases averaged 2.6 million gallons per month in 1961-62, a gain of 13 percent over 1960-61, the previous record year. (See figures 2 and 11-14.)

Nearly 6 percent of housewives bought chilled orange juice in September, compared with 5 percent a year earlier. This proportion of buyers ranked among the highest yet recorded for the product. Part of that gain, however, was offset by a decrease in the average size of purchase.

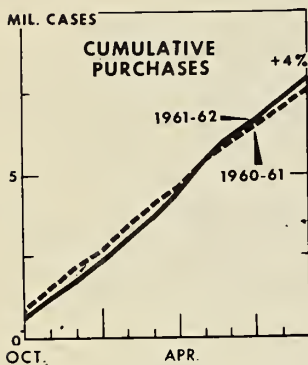
Retail prices were down 12 percent (4.8 cents) from September 1961 to 36.1 cents per quart. Prices varied between 33.9 and 40.9 cents in 1961-62, averaging 37.6 cents for the year. This was a decrease of 6 percent (2.5 cents) from the 1960-61 average.

About \$46.6 million was spent by consumers for chilled orange juice in 1961-62, an increase of 6 percent over a year earlier. The volume of purchases increased 13 percent during the same period.

Chilled orange juice accounted for 4.1 percent of the total quantity of juices and drinks bought for household use in 1961-62, compared with 3.8 percent the preceding year.

CANNED SINGLE-STRENGTH JUICES AND FRUIT

Canned orange juice off



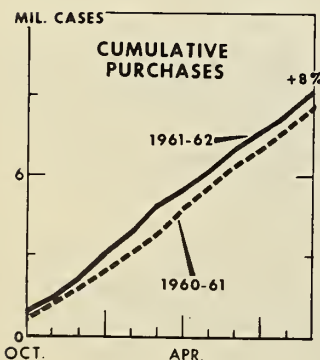
September consumption of canned orange juice was down contraseasonally from August to 600,000 cases. While consumption was about the same as a year earlier, this volume of purchase ranked among the lowest reported for any month in this 13-year series. (See table 3.)

Purchases averaged 1.9 cans among the 5.3 percent of the Nation's families that bought in September. Both the size of purchase and the proportion of families buying were on the low side.

Retail prices were down 17 percent from the preceding September to 35.7 cents per 46-ounce can, to continue the downtrend that has persisted for about a year. Prices for 1961-62 averaged 38.8 cents, a decline of 6 percent (2.6 cents) from 1960-61.

Purchases for the reporting year ending with September were up 4 percent -- 290,000 cases -- from 1960-61, when movement was the lowest reported for any year. Nevertheless, because of lower prices, consumer expenditures were down a little to \$28.7 million.

Grapefruit juice slows



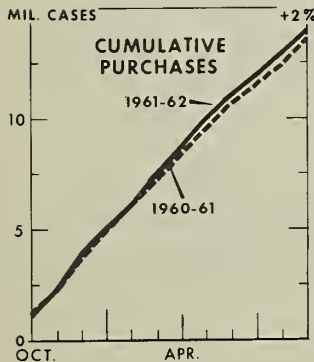
Retail movement of canned grapefruit juice in September was off 5 percent (40,000 cases) in comparison with the same month a year earlier. The decline reflected a decrease in the number of buyers to 5.2 percent of the Nation's families. The average size of purchase, however, held at 2.3 cans per buying family. That quantity would serve a family of four about once every 6 days. (See table 4.)

On the average, 26.9 cents was paid for a 46-ounce can of grapefruit juice, a decrease of 6 percent (1.6 cents) from September 1961. Prices averaged 27.7 cents for the year just ending, 5 percent below the 1960-61 average of 29.2 cents.

Total purchases for 1961-62 were up 8 percent (690,000 cases) from 1960-61 to the highest level for several years. Consumer expenditures (\$23.8 million) also were up a little, despite the decrease in price.

Pineapple juice down sharply

Household consumption of pineapple juice was off 22 percent (265,000 cases) from September 1961. The loss in movement was by far the greatest reported for any product, and the share of market shrank to 5.2 percent from 6.8 percent. (See figures 5 and 11-14.)



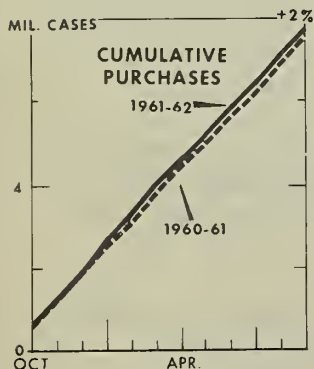
Nevertheless, movement of pineapple juice was up contra-seasonally from August to halt the rather sharp downtrend that had persisted since early in the year.

Only 7.6 percent of the Nation's housewives served pineapple juice to their families in September, compared with 9.6 percent a year earlier. The proportion of buyers in September was among the lowest registered for any month in this 13-year series.

Retail prices averaged 28.8 cents per 46-ounce can in September, an increase of 4 percent (1 cent) over a year earlier. In contrast, prices of other individually reported products were down.

The reporting year purchase of pineapple juice was up 2 percent (240,000 cases) from 1960-61. Prices, however, were down slightly to 28 cents per can and consumer expenditures held at about \$36.5 million.

Prune juice holds about the same



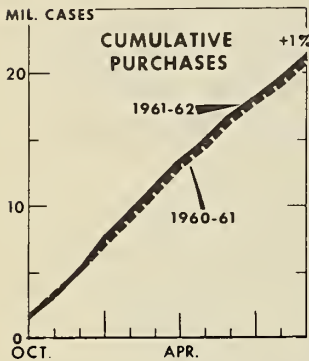
Consumers bought about as much prune juice in September 1962 as in the same month of the preceding year. Purchases were comparatively heavy from November through May, however, and retail movement for 1961-62 was 2 percent (160,000 cases) ahead of 1960-61. This was the heaviest movement reported for several years. (See figures 6 and 11-14).

Prune juice was bought by only 6.4 percent of the Nation's families in September, compared with 6.9 percent a year earlier. The average size of purchase, however, was up a little to 2.5 quarts per buying family.

Retail prices averaged 43.1 cents per quart, as against 43.7 cents in the preceding September. The average price for both 1960-61 and 1961-62 also was 43.7 cents per quart.

Consumers spent \$45.3 million for prune juice in 1961-62, compared with \$44.3 million in the preceding year.

Tomato juice down slightly



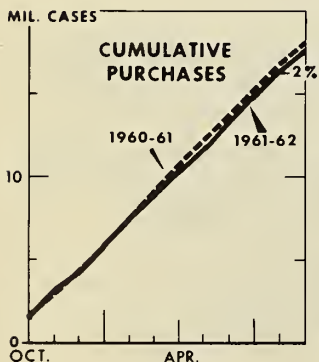
September purchases of tomato juice were off 3 percent (60,000 cases) from the same month of 1961. This product accounted for 9 percent of all juices and canned fruit drinks bought for household use in September, second to frozen orange concentrate which had 42 percent of the market. (See figures 7 and 11-14.)

About 13.6 percent of families bought tomato juice in September, compared with 14.5 percent a year earlier. Part of that loss, however, was offset by an increase in the average size of purchase.

Retail prices have been comparatively low throughout the reporting year: September prices were down 0.5 cent from a year earlier to 27.3 cents per 46-ounce can; and the average for the year was down to 27.7 cents from 28.5 cents in 1960-61.

Purchases of tomato juice totaled 21.1 million cases in 1961-62, an increase of 300,000 cases over a year earlier. The amount spent for the product, however, was down slightly to \$54.9 million.

Miscellaneous juices off 8 percent



September purchases of miscellaneous single-strength juices were down 8 percent from a year earlier. Movement of these products has been slow in most months of 1961-62, and total purchases were 2 percent (360,000 cases) behind 1960-61. (See table 11.)

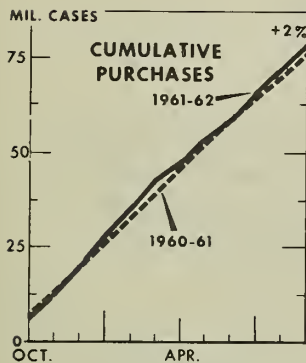
Only 16.6 percent of families bought miscellaneous juices in September -- the smallest proportion of buyers reported in the 3 years for which comparable data are available. The average size of purchase held about the same.

Retail prices for the product group averaged 34.7 cents per 46-ounce can, a decline of 8 percent in comparison with a year earlier. The average price for 1961-62 also was down moderately to 35.8 cents.

Since both purchases and prices were off, consumer expenditures for miscellaneous juices in the reporting year (\$60 million) were down 6 percent from 1960-61.

Canned juices lose in share of market

Aggregate household purchases of canned single-strength juices amounted to 5.9 million cases in September, a decline of 8 percent (500,000 cases) from the same month of 1961. These products accounted for only 32 percent of the juices and drinks bought for household use in September, compared with 36 percent a year earlier. (See tables 13-15, figure 13.)



The loss reflected a decline in proportion of buying families to 38 percent from 42 percent in the preceding September. The average size purchase was down slightly to 2.6 cans per buying family. That amount would serve a family of four about once each 6 days.

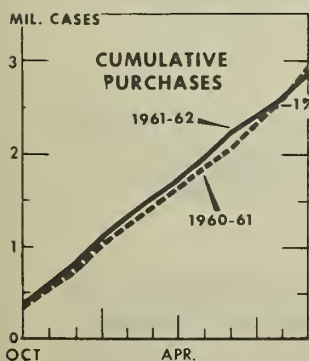
September prices were down 1.4 cents to 33.8 cents per 46-ounce can. This was equivalent to 4.4 cents per 6-ounce serving, compared with a cost of 4 cents for frozen orange concentrate. The 1961-62 average price of canned juices also was off slightly from 1960-61 to 34.2 cents per can.

Total purchases for the year ending September 30, 1962 were up 2 percent (1.3 million cases) from 1960-61. Expenditures amounted to \$249 million, about the same as in 1960-61.

Purchases of canned single-strength juices were below those of frozen orange concentrate. In prior years, however, canned juices were used in greater volume than frozen orange concentrate.

Canned single-strength juices accounted for 34.5 percent of the total quantity of juices and fruit drinks bought for household use in 1961-62, a loss of 1.3 percentage points in market from 1960-61.

Canned grapefruit sections off sharply



September purchases of canned grapefruit sections were down 17 percent from a year earlier. This was the third month in succession that purchases were well below year-earlier levels. (See figures 10-15.)

The slow movement in recent months was associated with a relatively low proportion of families buying and a smaller average size of purchase per buying family.

Retail prices were down slightly from the preceding September to 20.1 cents per No. 303 can. The 1961-62 average

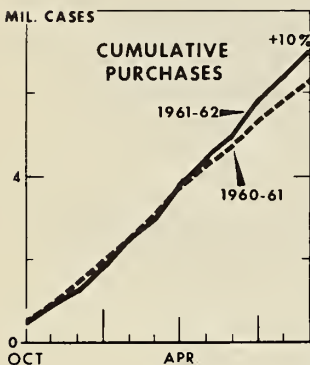
price also was off some, falling to 20.3 cents from 20.9 cents per can.

Purchases for the year ending September 30, 1962 (2.9 million cases) were about the same as in 1960-61. Expenditures, however, were down about 5 percent to \$17.4 million for the year.

CANNED SINGLE-STRENGTH FRUIT DRINKS

Orange drink climbs to new September high

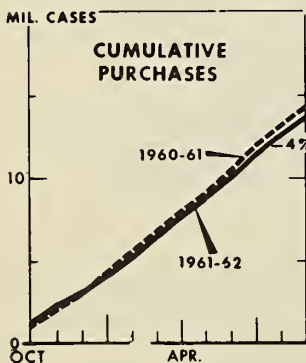
Household consumption of canned orange drink was up 18 percent (90,000 cases) from a year earlier to a new September high of 580,000 cases. While the proportion of families buying was up some, most of the gain was associated with a heavy increase in the average size of purchase.



Retail movement of the product was heavy in most months of 1962, and total purchases for the reporting period ending with September were up 10 percent (630,000 cases) from 1960-61, the previous record year. (See chart in margin and figure 8.)

September prices were down slightly from a year earlier to 31 cents per 46-ounce can. The 1961-62 average of 31.5 cents per can was about the same as in the preceding year. Nevertheless, because of the increase in purchases, consumer expenditures were up 9 percent from 1960-61 to \$20.6 million.

Pineapple-grapefruit drink remains slow



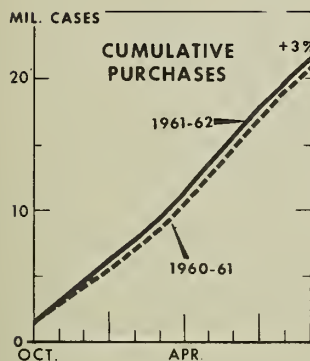
Retail movement of pineapple-grapefruit drink was off slightly from September 1961 to continue the relatively low purchase level that has persisted throughout most of 1961-62. As a result, total purchases for the reporting year were off 4 percent (570,000 cases) from 1960-61. (See figures 9 and 11-14.)

The lower purchase level reflected a decline in the number of buyers -- for example only 6.9 percent of families bought in September, compared with 7.5 percent a year earlier.

September prices were down 0.4 cent from a year earlier to 27 cents per 46-ounce can. The average price for 1961-62 was down a little from the previous year to 27.1 cents per can.

As both purchases and prices were off, consumer expenditures for the year were down about 5 percent from 1960-61 to \$34.8 million.

Miscellaneous fruit drinks lag



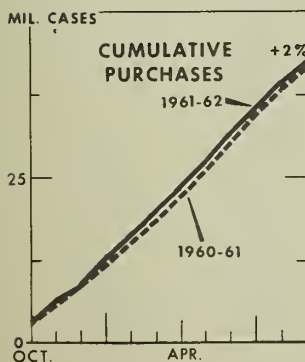
Miscellaneous fruit drinks, which include canned noncarbonated ades, punches, and drinks other than orange and grapefruit, were bought by only 12 percent of the Nation's families in September. This was a continuation of the comparatively low level of buyers that has persisted in recent months, and was a drop of more than 1 percentage point from a year earlier. As a result, purchases were down 7 percent (135,000 cases) from September 1961.

Prices paid were up slightly from year earlier to 33.8 cents per 46-ounce can. The 1961-62 average price also advanced slightly to reach 34.2 cents per can.

Purchases of miscellaneous drinks amounted to 21.2 million cases for the reporting year just ending, an increase of 3 percent (560,000 cases) over 1960-61, and 12 percent over 1959-60, the first year these data were reported. With both purchases and prices up, consumer expenditures rose moderately to reach \$68.1 million in 1961-62.

Total fruit drinks off slightly

In total, about 3.4 million cases of canned fruit drinks were bought for household consumption in September, a slight decline from the quantity used a year earlier. The share of market was down to 18 percent, compared with 19 percent in September, 1961.



Only 19.1 percent of families bought fruit drinks in September, compared with 20.4 percent a year earlier. Single-strength juices also were used by fewer families. In contrast, frozen orange concentrate and chilled orange juice were bought by a greater number of families.

Prices for fruit drinks averaged 31.2 cents per 46-ounce can in September, about the same as a year earlier. The 1961-62 price of 31.4 cents was identical with the 1960-61 average.

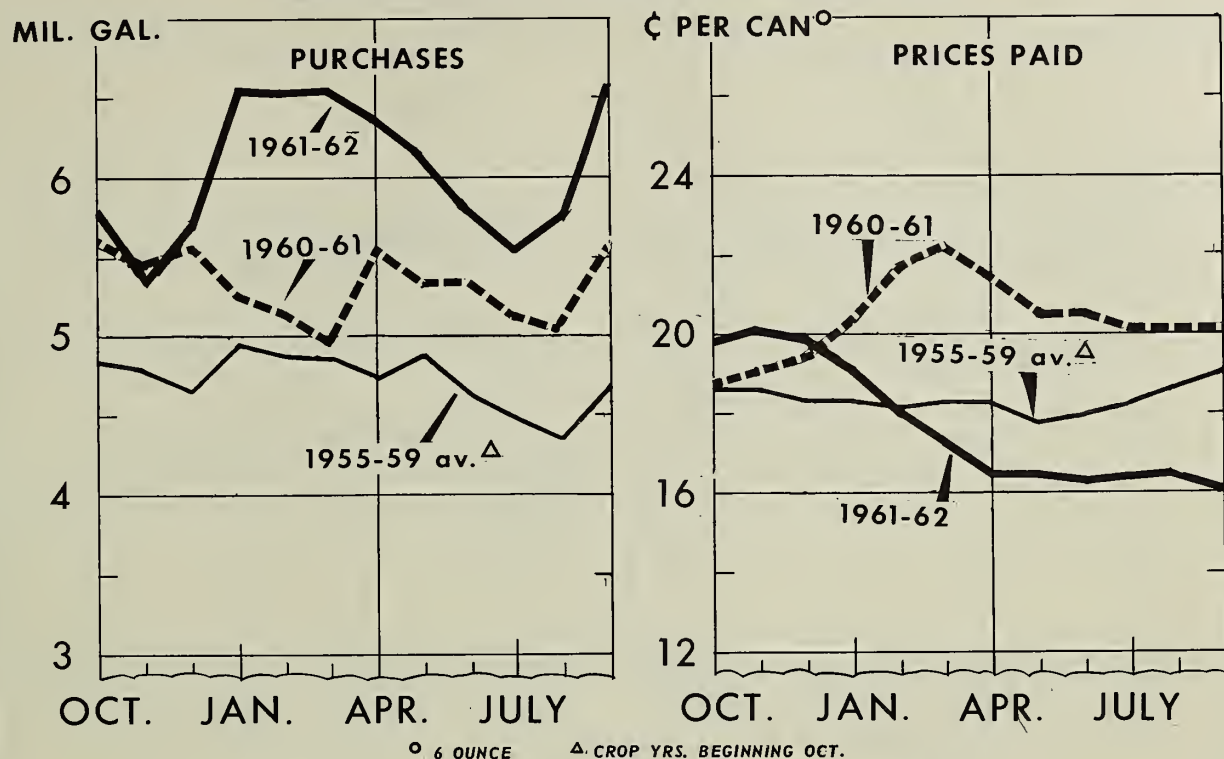
Altogether, consumers bought 41.8 million cases of canned fruit drinks in 1961-62, a gain of 2 percent (630,000 cases) over the preceding year. (See figures in margin.) As the gain was small in relation to the gains made by frozen

orange concentrate and chilled orange juice, the share of market for canned fruit drinks declined to 18.6 percent in 1961-62 from 19.4 percent a year earlier.

Consumers spent about \$123.5 million for canned fruit drinks in 1961-62, slightly more than in 1960-61. In comparison, expenditures for chilled orange juice also increased, but amounts spent for frozen orange concentrate and canned single-strength juices were down.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

ECONOMIC RESEARCH SERVICE

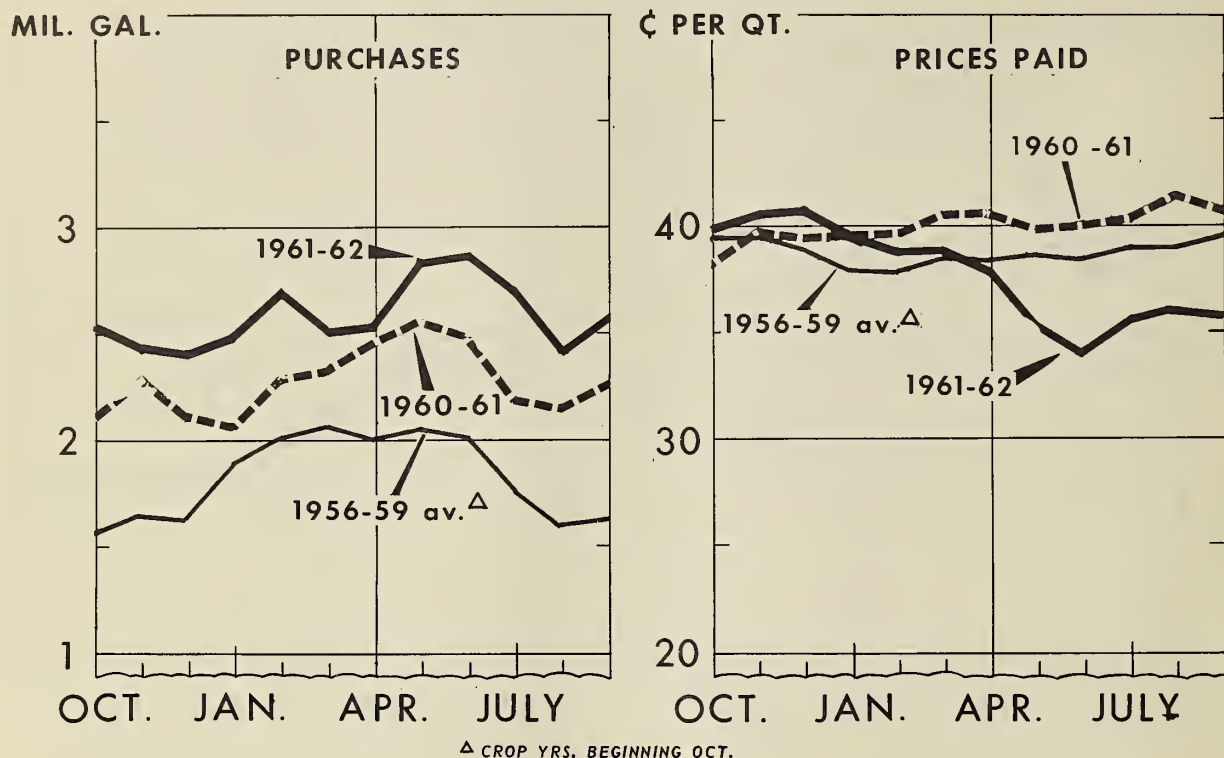
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 gals.	1,000 gals.	1,000 gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,784	5,616	4,837	29.8	29.1	46	46	19.9	18.8	18.7
Nov.	5,342	5,458	4,773	28.2	30.1	45	46	20.2	19.1	18.7
Dec.	5,728	5,552	4,656	29.8	30.1	46	45	19.9	19.4	18.3
Oct.-Dec.	16,854	16,626	14,266							
Jan.	6,584	5,257	4,942	31.3	30.2	50	41	19.0	20.3	18.3
Feb.	6,582	5,149	4,896	31.5	28.5	50	43	18.0	21.7	18.2
Mar.	6,587	4,966	4,868	31.1	28.1	50	43	17.4	22.1	18.3
Jan.-Mar.	19,753	15,372	14,706							
Apr.	6,363	5,547	4,751	30.6	29.5	49	45	16.4	21.4	18.3
May	6,123	5,325	4,894	29.5	29.2	49	45	16.4	20.5	17.8
Jun.	5,776	5,308	4,626	28.4	28.9	48	44	16.3	20.5	18.0
Apr.-Jun.	18,262	16,180	14,271							
Jul.	5,543	5,079	4,477	27.2	27.5	48	44	16.4	20.1	18.3
Aug.	5,779	5,006	4,352	28.7	27.2	47	44	16.5	20.1	18.7
Sep.	6,562	5,560	4,685	31.3	29.0	49	46	16.0	20.1	19.0
Jul.-Sep.	17,884	15,645	13,514							
Season	72,753	63,823	56,757					17.7	20.3	18.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

ECONOMIC RESEARCH SERVICE

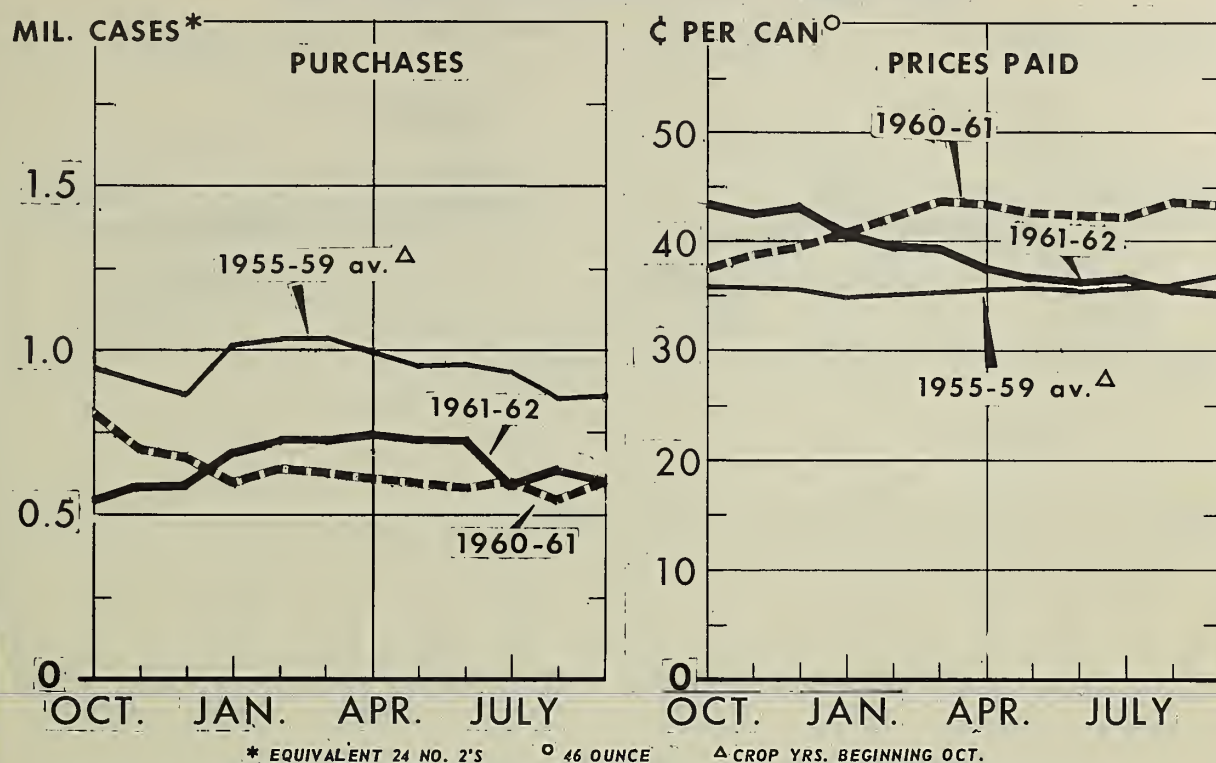
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	gals.	gals.	gals.	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,521	2,112	1,565	5.0	4.7	119	109	39.9	38.2	39.5
Nov.	2,448	2,282	1,662	5.1	4.9	114	110	40.8	39.7	39.6
Dec.	2,410	2,122	1,651	5.1	4.6	111	112	40.9	39.4	38.9
Oct.-Dec.	7,379	6,516	4,878							
Jan.	2,489	2,070	1,899	5.7	4.7	104	104	39.4	39.6	38.0
Feb.	2,713	2,288	2,022	6.0	5.0	106	108	38.6	39.6	37.9
Mar.	2,511	2,332	2,071	5.6	4.9	107	116	38.8	40.6	38.6
Jan.-Mar.	7,713	6,690	5,992							
Apr.	2,532	2,475	2,012	5.8	5.4	103	110	37.8	40.6	38.5
May	2,840	2,553	2,060	6.3	5.4	106	114	35.1	39.9	38.7
Jun.	2,863	2,485	2,010	6.2	5.3	108	112	33.9	40.0	38.5
Apr.-Jun.	8,235	7,513	6,082							
Jul.	2,681	2,198	1,778	6.2	5.0	101	106	35.4	40.5	39.1
Aug.	2,408	2,166	1,626	5.6	4.8	100	108	36.2	41.5	39.1
Sep.	2,544	2,279	1,643	5.9	4.9	102	112	36.1	40.9	39.6
Jul.-Sep.	7,633	6,643	5,047							
Season	30,960	27,362	21,999					37.7	40.1	38.8

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

ECONOMIC RESEARCH SERVICE

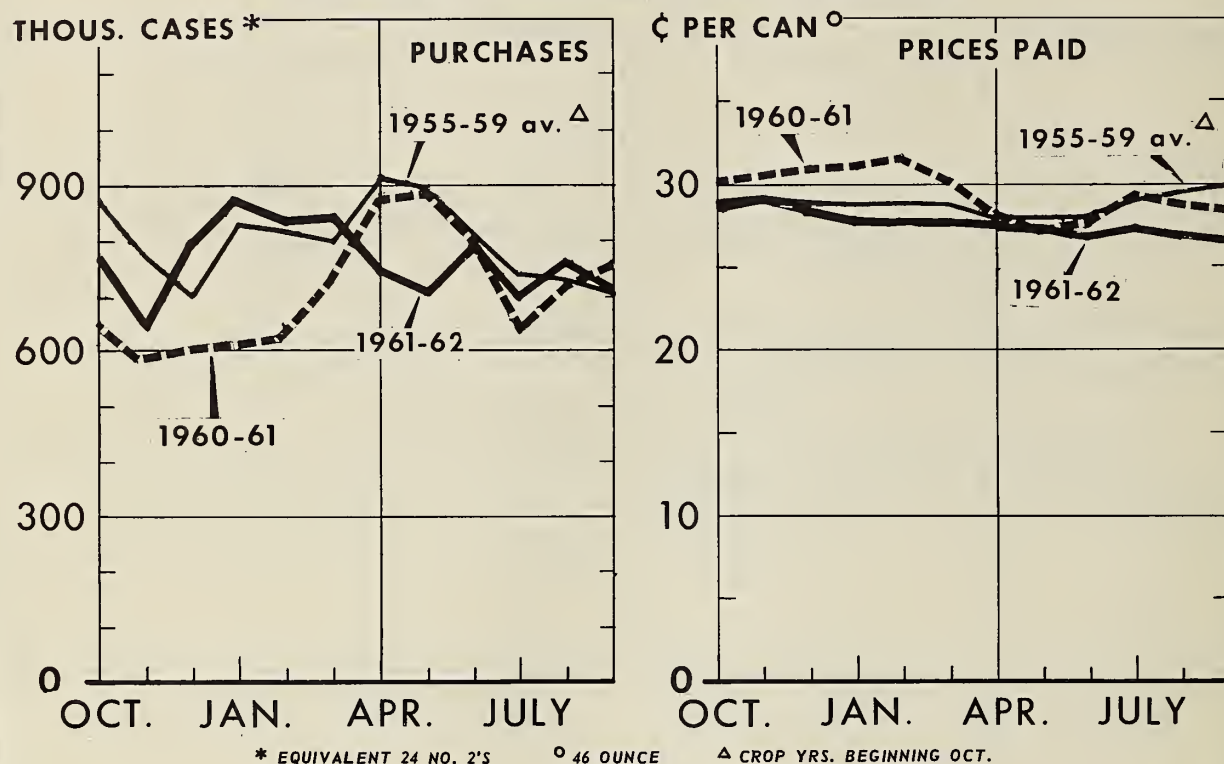
Table 3.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	559	811	954	5.1	7.3	88	92	43.6	37.5	35.7
Nov.	574	714	908	5.3	6.5	88	88	42.4	38.8	35.7
Dec.	579	667	874	5.2	6.2	89	90	43.1	39.2	35.7
Oct.-Dec.	1,712	2,192	2,736							
Jan.	690	607	1,023	6.3	5.8	87	86	40.5	40.8	34.8
Feb.	719	645	1,043	6.2	5.9	92	89	39.7	42.0	35.1
Mar.	718	621	1,050	5.9	5.8	97	87	39.2	43.5	35.2
Jan.-Mar.	2,127	1,873	3,116							
Apr.	736	600	996	5.8	5.6	101	86	37.5	43.2	35.6
May	734	593	953	6.0	5.4	97	90	36.9	42.5	35.7
Jun.	731	572	962	6.0	5.2	96	89	36.1	42.3	35.4
Apr.-Jun.	2,201	1,765	2,911							
Jul.	592	596	935	5.1	5.5	91	88	36.5	42.1	35.8
Aug.	638	550	858	5.6	5.1	90	86	35.8	43.7	36.0
Sep.	599	605	863	5.3	5.3	89	92	35.7	43.1	36.8
Jul.-Sep.	1,829	1,751	2,656							
Season	7,869	7,581	11,419					38.9	41.4	35.6

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 4 3/4 ounces per case.

SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

ECONOMIC RESEARCH SERVICE

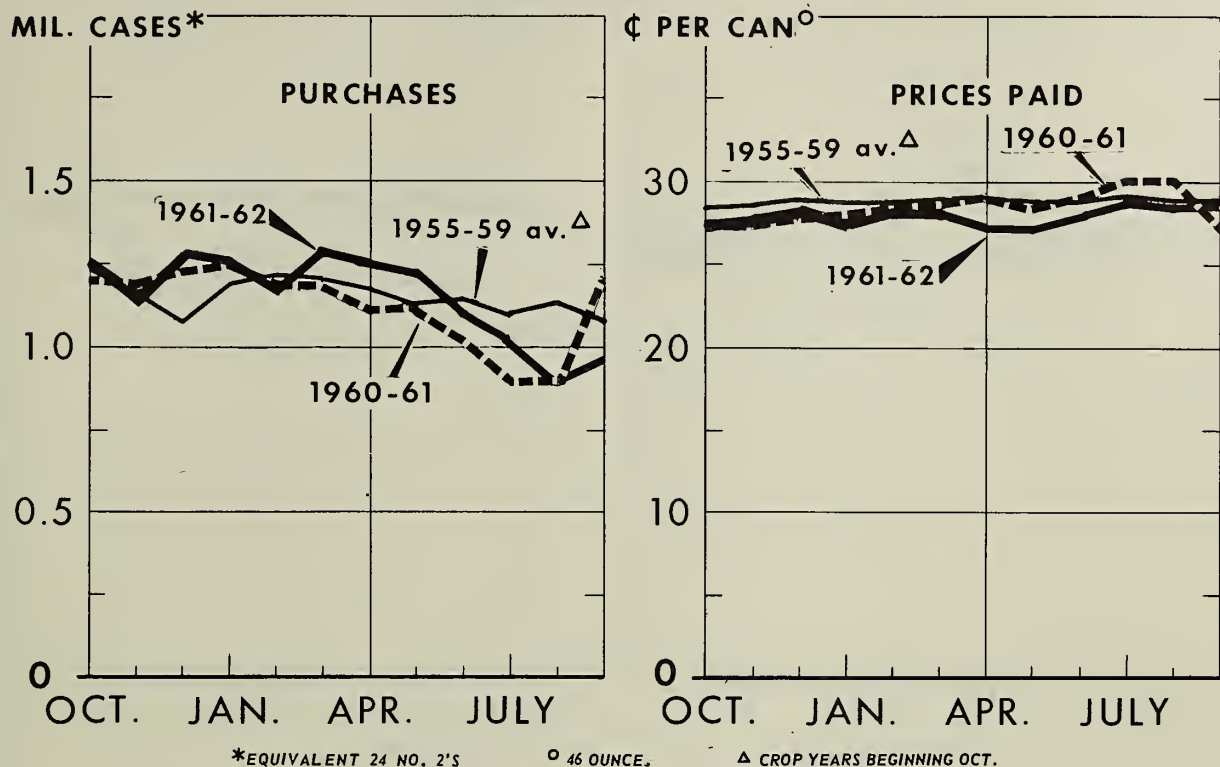
Table 4.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period ^{1/}	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	774	648	871	5.7	5.5	108	97	28.7	30.1	28.9
Nov.	647	583	771	5.1	5.0	101	94	29.2	30.5	29.4
Dec.	796	606	704	5.7	5.0	113	102	28.4	31.0	28.9
Oct.-Dec.	2,217	1,837	2,346							
Jan.	876	614	830	6.3	5.4	110	89	27.8	31.1	28.7
Feb.	823	619	819	5.9	5.2	111	96	27.8	31.6	28.8
Mar.	841	736	804	5.9	5.4	114	112	27.9	30.2	28.7
Jan.-Mar.	2,540	1,969	2,453							
Apr.	740	871	911	5.4	6.3	109	112	27.5	27.9	28.1
May	708	881	898	4.8	6.3	118	113	27.3	27.0	28.0
Jun.	790	800	818	5.6	5.9	111	110	26.9	27.5	28.2
Apr.-Jun.	2,238	2,552	2,627							
Jul.	685	636	740	4.9	4.9	111	104	27.3	29.3	29.2
Aug.	764	721	730	5.3	5.4	114	109	26.7	28.3	29.5
Sep.	712	753	706	5.2	5.7	108	108	26.9	28.5	30.0
Jul.-Sep.	2,161	2,110	2,176							
Season	9,156	8,468	9,602					27.7	29.2	28.8

^{1/} Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...
432 ounces per case.

SINGLE-STRENGTH PINEAPPLE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 5

ECONOMIC RESEARCH SERVICE

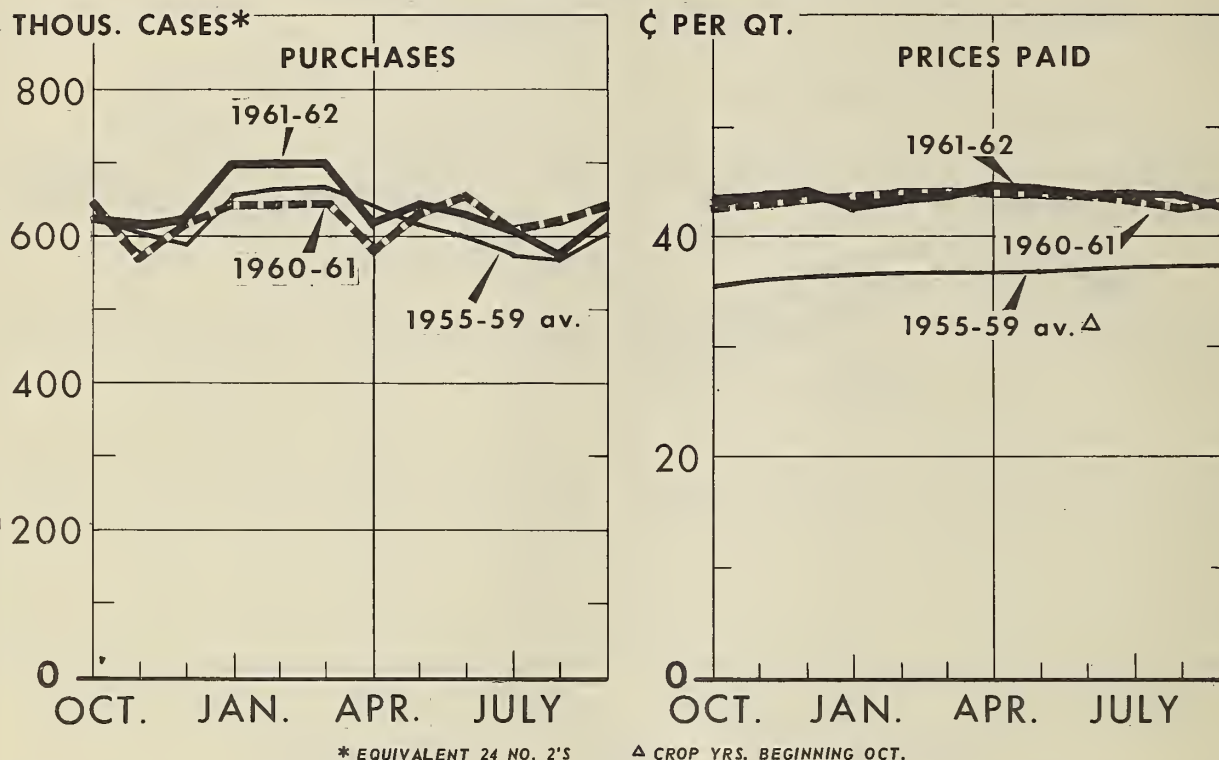
Table 5.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,251	1,214	1,245	9.0	9.6	111	102	27.6	27.6	28.9
Nov.	1,158	1,208	1,168	9.5	9.3	98	103	27.9	27.7	29.0
Dec.	1,275	1,232	1,087	10.1	9.6	101	106	28.3	28.0	29.4
Oct.-Dec.	3,684	3,654	3,500							
Jan.	1,262	1,255	1,205	10.1	10.7	100	99	27.7	28.3	29.2
Feb.	1,182	1,204	1,236	10.2	10.1	92	95	28.4	28.7	29.2
Mar.	1,301	1,188	1,218	10.2	10.0	102	97	28.0	29.0	29.3
Jan.-Mar.	3,745	3,647	3,659							
Apr.	1,257	1,112	1,182	10.1	9.8	98	92	27.4	29.2	29.4
May	1,234	1,146	1,146	9.7	9.1	101	102	27.3	28.7	29.3
Jun.	1,092	1,036	1,158	8.6	9.0	101	93	28.0	29.2	29.2
Apr.-Jun.	3,583	3,294	3,486							
Jul.	1,020	911	1,109	8.0	8.1	101	91	28.9	30.1	29.5
Aug.	875	891	1,149	7.5	7.7	92	93	28.8	30.1	29.3
Sep.	957	1,222	1,095	7.6	9.6	99	103	28.8	27.8	29.3
Jul.-Sep.	2,852	3,024	3,353							
Season	13,864	13,619	13,998					28.1	28.6	29.2

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 6

ECONOMIC RESEARCH SERVICE

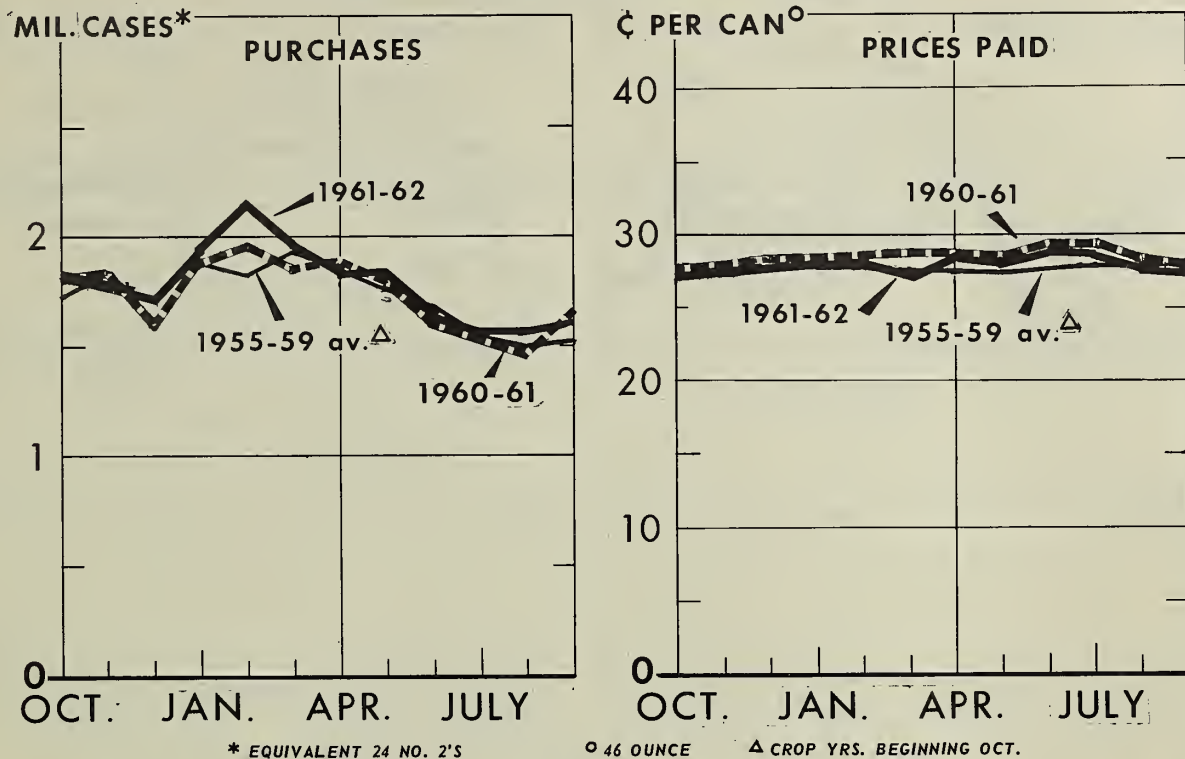
Table 6.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	634	648	629	6.5	7.3	78	72	43.5	43.3	35.4
Nov.	611	570	605	6.3	6.4	78	72	43.8	43.2	36.1
Dec.	628	620	590	6.7	6.4	75	78	43.9	43.5	36.2
Oct.-Dec.	1,873	1,838	1,824							
Jan.	697	643	655	7.0	6.9	80	78	42.9	43.9	36.4
Feb.	699	643	666	7.6	6.9	73	74	43.6	44.1	36.7
Mar.	700	648	665	7.5	7.2	74	73	43.7	44.1	36.8
Jan.-Mar.	2,096	1,934	1,986							
Apr.	625	584	640	7.0	6.4	70	74	44.2	44.1	36.7
May	643	631	616	6.7	6.9	76	75	44.1	43.9	36.9
Jun.	631	657	602	6.5	7.2	76	74	43.9	43.7	36.9
Apr.-Jun.	1,899	1,872	1,858							
Jul.	610	611	574	6.2	6.6	78	75	43.8	43.6	37.1
Aug.	576	622	570	6.1	6.3	75	80	43.6	43.2	37.1
Sep.	636	648	607	6.4	6.9	79	76	43.1	43.7	37.1
Jul.-Sep.	1,822	1,881	1,751							
Season	7,690	7,525	7,419					43.7	43.7	36.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

TOMATO JUICE

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

ECONOMIC RESEARCH SERVICE

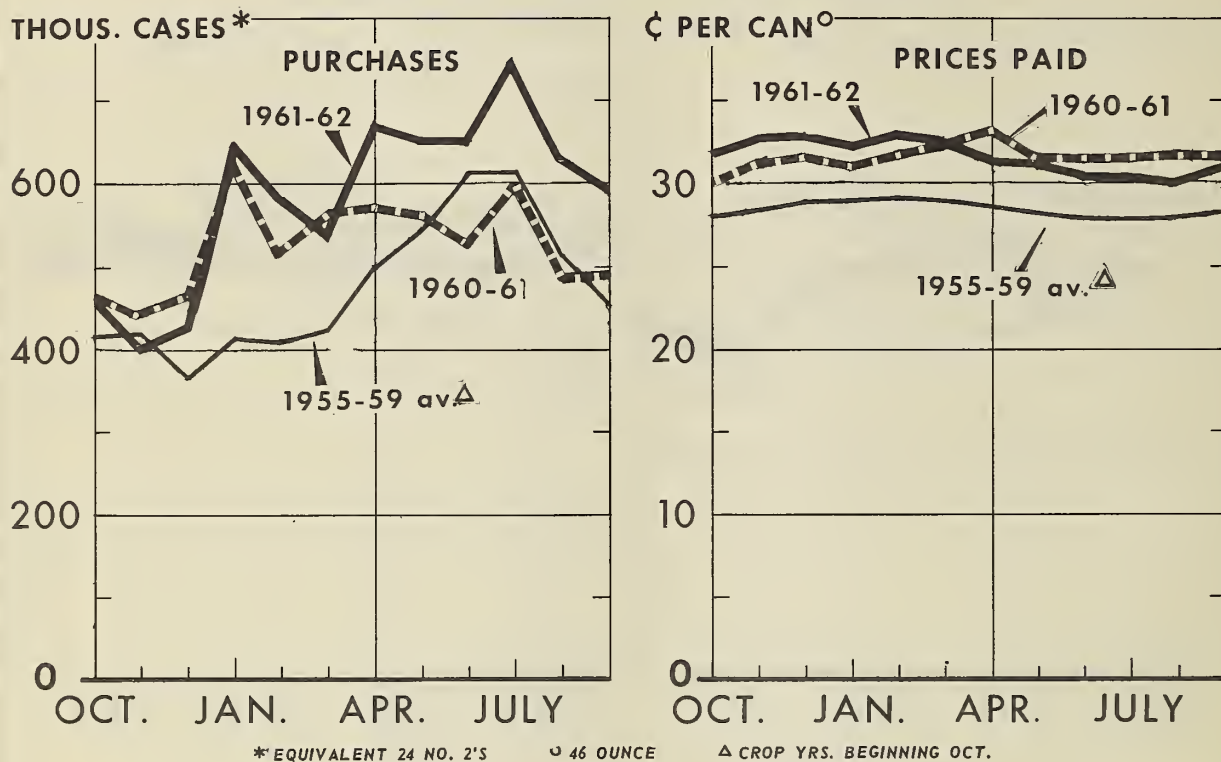
Table 7.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,780	1,815	1,734	14.8	15.2	97	98	27.1	27.8	26.9
Nov.	1,766	1,829	1,835	15.4	15.9	92	89	27.3	27.9	27.2
Dec.	1,744	1,580	1,604	15.3	14.7	92	90	28.0	28.5	27.8
Oct.-Dec.	5,290	5,224	5,173							
Jan.	1,926	1,871	1,877	16.7	16.8	92	88	28.3	28.4	27.9
Feb.	2,072	1,958	1,819	17.2	16.7	95	96	27.8	28.7	27.8
Mar.	1,930	1,854	1,916	16.5	16.6	94	91	27.0	28.6	27.5
Jan.-Mar.	5,928	5,683	5,612							
Apr.	1,797	1,855	1,853	15.4	16.5	92	91	28.2	28.7	27.4
May	1,832	1,771	1,750	15.4	15.5	94	93	27.8	28.4	27.3
Jun.	1,561	1,597	1,698	13.9	14.5	89	90	28.5	29.4	27.6
Apr.-Jun.	5,190	5,223	5,301							
Jul.	1,509	1,511	1,545	13.6	13.6	88	90	28.2	29.3	28.0
Aug.	1,525	1,463	1,487	13.2	12.9	91	92	27.5	28.4	27.8
Sep.	1,621	1,677	1,528	13.6	14.5	95	93	27.3	27.8	27.4
Jul.-Sep.	4,655	4,651	4,560							
Season	21,063	20,781	20,646					27.8	28.5	27.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

SINGLE-STRENGTH ORANGE DRINK

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

ECONOMIC RESEARCH SERVICE

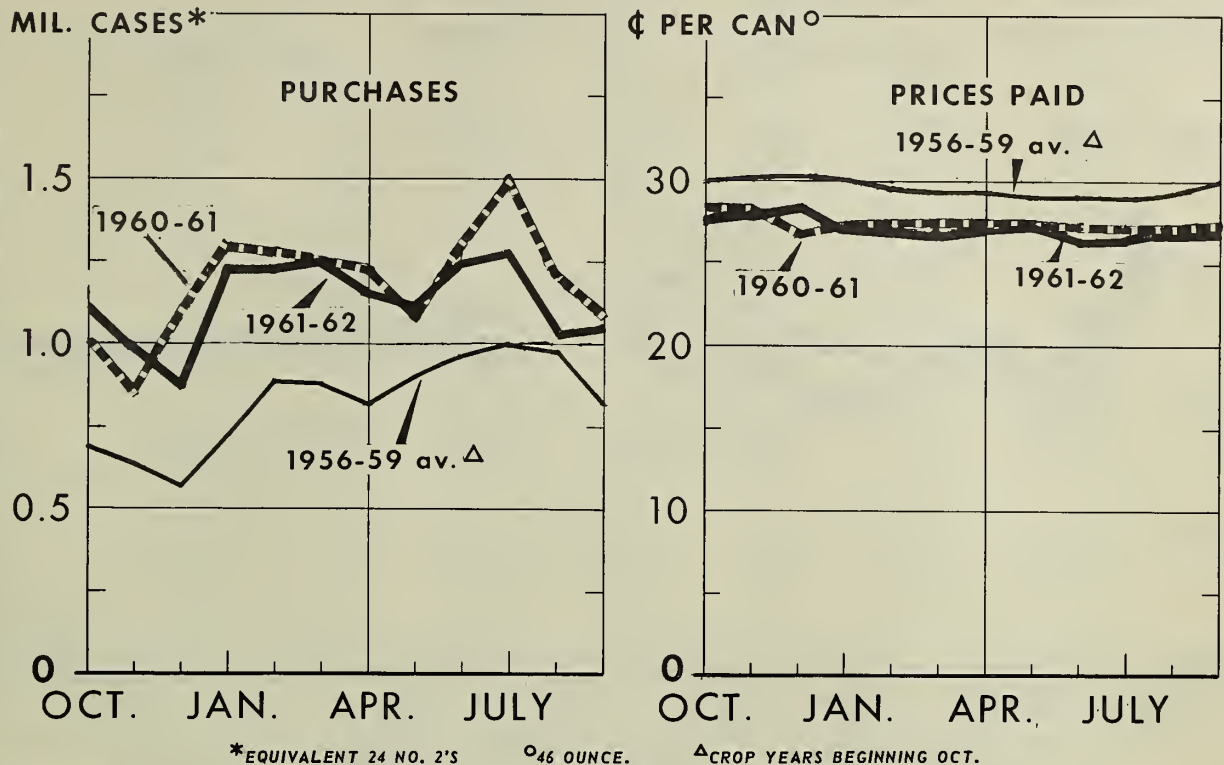
Table 8.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1955-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1955-59
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	458	469	414	3.3	3.3	110	117	32.0	30.0	28.3
Nov.	400	444	418	2.8	3.1	113	110	32.7	31.3	28.5
Dec.	423	466	367	3.0	3.3	113	113	32.8	31.6	29.0
Oct.-Dec.	1,281	1,379	1,199							
Jan.	656	628	416	4.5	4.5	115	111	32.3	31.0	29.0
Feb.	579	514	409	3.9	3.7	118	111	32.9	31.7	29.4
Mar.	534	561	422	3.7	4.0	116	114	32.4	32.2	29.0
Jan.-Mar.	1,769	1,703	1,247							
Apr.	670	574	501	4.7	4.0	114	117	31.2	33.2	28.6
May	650	564	542	4.6	4.2	113	109	31.3	31.5	28.4
Jun.	650	528	614	4.6	4.4	112	98	30.4	31.4	27.9
Apr.-Jun.	1,970	1,666	1,657							
Jul.	741	596	614	5.2	4.7	113	103	30.1	31.4	27.9
Aug.	616	488	561	4.5	4.1	108	95	30.0	31.9	27.9
Sep.	579	490	455	3.9	3.7	118	108	31.0	31.7	28.4
Jul.-Sep.	1,936	1,574	1,630							
Season	6,956	6,322	5,733					31.6	31.6	28.4

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

PINEAPPLE - GRAPEFRUIT DRINK

Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 9

ECONOMIC RESEARCH SERVICE

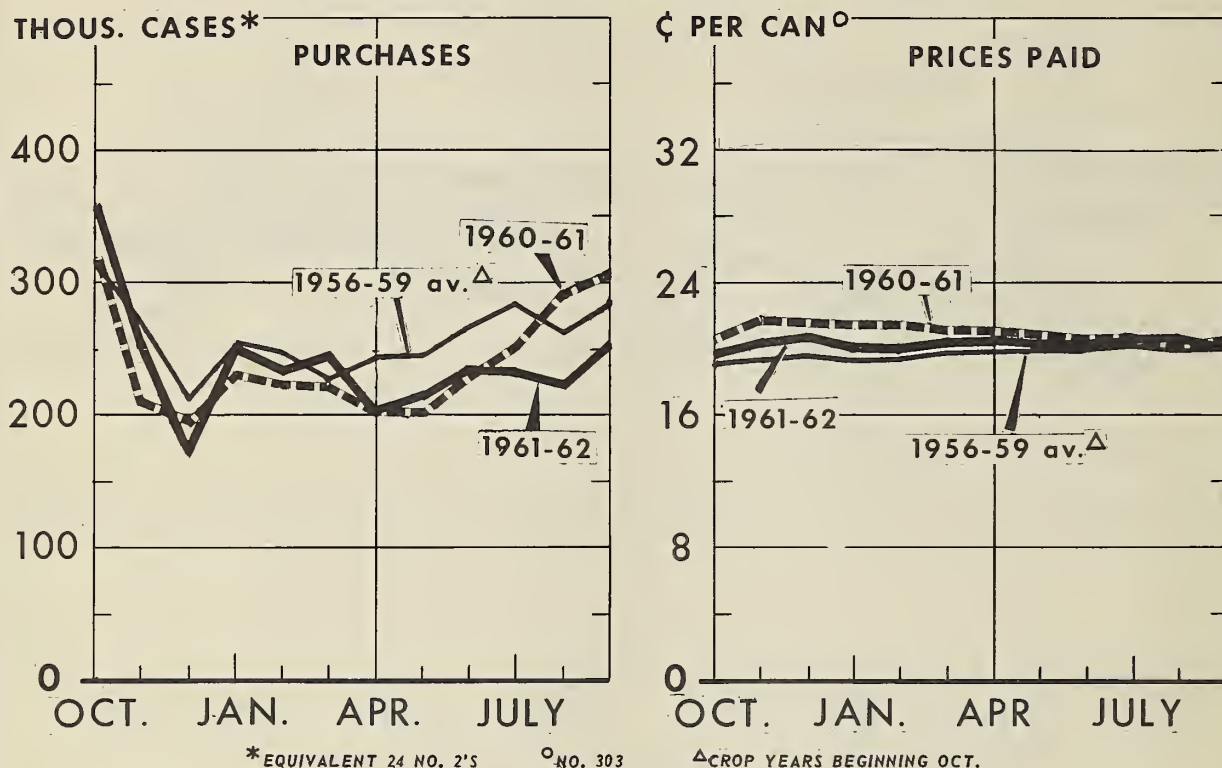
Table 9.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,156	1,012	682	7.9	7.2	117	118	27.5	28.5	30.0
Nov.	970	855	644	7.2	6.8	109	105	28.0	28.4	30.2
Dec.	875	1,115	567	6.3	7.6	112	123	28.3	26.8	30.4
Oct.-Dec.	3,001	2,982	1,893							
Jan.	1,233	1,302	725	7.8	8.9	126	124	27.2	27.4	30.1
Feb.	1,238	1,274	895	8.2	8.8	120	117	27.1	27.5	29.4
Mar.	1,255	1,254	885	7.7	8.3	129	123	26.8	27.7	29.3
Jan.-Mar.	3,726	3,830	2,505							
Apr.	1,153	1,226	825	7.5	8.5	122	118	27.0	27.7	29.5
May	1,120	1,067	913	7.4	7.5	120	116	27.5	27.6	29.0
Jun.	1,249	1,313	971	7.6	8.6	130	124	26.4	27.0	29.1
Apr.-Jun.	3,522	3,606	2,709							
Jul.	1,253	1,498	998	8.0	9.3	124	129	26.4	27.1	29.0
Aug.	1,067	1,199	979	6.8	7.9	124	122	26.9	27.0	29.2
Sep.	1,077	1,098	822	6.9	7.5	123	118	27.0	27.4	30.0
Jul.-Sep.	3,397	3,795	2,799							
Season	13,646	14,213	9,906					27.2	27.5	29.5

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 10

ECONOMIC RESEARCH SERVICE

Table 10.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	1961-1962	1960-1961	Average 1956-59	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	Average 1956-59
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	357	318	316	5.3	5.1	60	57	19.8	20.7	19.3
Nov.	251	212	274	3.7	3.7	61	51	20.2	21.7	19.4
Dec.	174	193	214	3.2	3.4	49	51	20.8	21.5	19.6
Oct.-Dec.	782	723	804							
Jan.	252	234	255	4.0	3.9	56	54	19.9	21.4	19.4
Feb.	237	226	248	3.7	3.9	56	52	20.0	21.4	19.4
Mar.	244	221	227	3.7	3.9	58	51	20.3	21.1	19.7
Jan.-Mar.	733	681	730							
Apr.	201	206	242	3.5	3.4	50	55	20.4	21.1	19.7
May	214	209	246	3.6	3.7	53	50	20.2	21.0	19.9
Jun.	233	228	266	3.6	4.0	58	51	20.5	20.6	20.0
Apr.-Jun.	648	643	754							
Jul.	232	252	283	3.7	4.0	55	56	20.6	20.7	20.1
Aug.	221	292	263	3.5	4.5	56	59	20.7	20.2	20.0
Sep.	256	310	284	3.8	4.5	60	61	20.1	20.4	20.0
Jul.-Sep.	709	854	830							
Season	2,872	2,901	3,118					20.3	20.9	19.7

1/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans... 480 ounces per case.

Table 11.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,542	1,458	17.3	18.0	72	67	36.9	36.5
Nov.	1,416	1,456	16.9	18.3	67	66	36.8	37.1
Dec.	1,416	1,510	17.2	18.2	66	66	36.7	37.1
Oct.-Dec.	4,374	4,424						
Jan.	1,505	1,462	17.5	18.6	68	64	36.7	37.9
Feb.	1,479	1,497	18.0	17.7	66	67	36.1	37.9
Mar.	1,465	1,569	17.5	19.0	67	67	36.1	37.9
Jan.-Mar.	4,449	4,528						
Apr.	1,511	1,669	17.5	19.1	68	71	36.1	36.6
May	1,594	1,603	18.8	18.9	67	69	34.6	37.3
Jun.	1,544	1,540	18.6	19.5	66	64	35.1	36.8
Apr.-Jun.	4,649	4,812						
Jul.	1,480	1,531	17.8	18.8	66	66	35.0	36.8
Aug.	1,477	1,383	17.6	17.5	66	64	34.6	37.1
Sep.	1,357	1,473	16.6	18.1	65	66	34.7	37.6
Jul.-Sep.	4,314	4,387						
Season	17,786	18,151					35.8	37.2

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 12.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1960 to date 1/

Period 2/	Total purchases		Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents
Oct.	1,487	1,505	10.9	11.2	109	113	34.0	34.2
Nov.	1,366	1,307	11.0	10.1	100	109	35.1	34.5
Dec.	1,404	1,329	10.9	10.4	103	104	35.1	34.9
Oct.-Dec.	4,257	4,141						
Jan.	1,634	1,394	12.5	10.8	104	106	34.6	34.3
Feb.	1,688	1,530	12.3	11.4	109	109	34.8	34.1
Mar.	1,812	1,554	12.1	11.3	119	112	34.6	34.4
Jan.-Mar.	5,134	4,478						
Apr.	1,885	1,819	13.7	12.7	109	117	34.5	34.3
May	2,230	1,970	14.9	13.5	119	118	33.9	33.9
Jun.	2,124	2,224	14.6	15.1	115	120	33.7	33.7
Apr.-Jun.	6,239	6,013						
Jul.	2,060	2,215	14.5	15.2	112	118	33.2	33.2
Aug.	1,823	1,967	13.0	14.3	111	111	33.4	33.7
Sep.	1,727	1,862	11.9	13.2	114	114	33.8	33.5
Jul.-Sep.	5,610	6,044						
Season	21,240	20,676					34.2	34.0

1/ All drinks other than orange and pineapple-grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1960 to date

Period 1/	Juices						Fruit drinks					
	Total purchases		Proportion of families buying		Purchase per buying family		Total purchases		Proportion of families buying		Purchase per buying family	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000	1,000					1,000	1,000				
	cases	cases	Percent	Percent	Ounces	Ounces	cases	cases	Percent	Percent	Ounces	Ounces
Oct.	6,540	6,594	40.5	NA	130	NA	3,101	2,986	18.7	NA	133	NA
Nov.	6,172	6,360	40.5	NA	122	NA	2,736	2,606	18.2	NA	121	NA
Dec.	6,438	6,215	41.5	NA	124	NA	2,702	2,910	17.6	NA	123	NA
Oct.-Dec.	19,150	19,169					8,539	8,502				
Jan.	6,956	6,452	47.8	44.1	116	118	3,523	3,324	21.4	20.0	131	137
Feb.	6,974	6,566	44.3	43.4	126	125	3,505	3,318	20.5	20.1	136	137
Mar.	6,955	6,616	43.3	43.7	128	124	3,601	3,369	20.0	19.6	143	140
Jan.-Mar.	20,885	19,634					10,629	10,011				
Apr.	6,666	6,691	42.3	44.0	125	123	3,708	3,619	21.3	21.0	138	140
May	6,745	6,625	42.6	42.7	126	126	4,000	3,601	22.3	20.8	142	140
Jun.	6,349	6,202	41.8	42.2	120	119	4,023	4,065	22.5	23.2	142	142
Apr.-Jun.	19,760	19,518					11,731	11,285				
Jul.	5,896	5,796	39.5	40.0	118	117	4,054	4,309	22.6	23.8	142	146
Aug.	5,855	5,630	38.4	39.0	121	116	3,506	3,654	20.0	22.1	139	133
Sep.	5,882	6,378	38.4	41.6	121	124	3,383	3,450	19.1	20.4	140	137
Jul.-Sep.	17,633	17,804					10,943	11,413				
Season	77,428	76,125					41,842	41,211				

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons. Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 14. Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1960 to date

Period 1/	Oranges						Grapefruit			
	Frozen concentrate		Canned single-strength juice		Chilled juice		Canned single-strength juice		Canned sections	
	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961	1961-1962	1960-1961
	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
Oct.	3,835	3,774	326	474	436	365	563	480	248	221
Nov.	3,542	3,668	335	417	424	395	471	432	175	148
Dec.	3,798	3,731	338	390	417	367	579	449	121	139
Oct.-Dec.	11,175	11,173	999	1,281	1,277	1,127	1,613	1,361	544	508
Jan.	4,247	3,654	415	350	438	358	659	449	175	163
Feb.	4,245	3,579	432	372	477	391	619	452	164	151
Mar.	4,249	3,451	432	358	442	399	632	538	169	148
Jan.-Mar.	12,741	10,684	1,279	1,080	1,357	1,148	1,835	1,439	508	462
Apr.	4,079	3,694	445	350	443	428	559	632	144	143
May	3,925	3,546	443	346	497	442	535	640	153	145
Jun.	3,702	3,535	442	333	501	430	597	581	167	159
Apr.-Jun.	11,706	10,775	1,330	1,029	1,441	1,300	1,691	1,853	464	447
Jul.	3,520	3,367	359	348	469	380	523	463	167	175
Aug.	3,670	3,319	387	321	421	375	584	525	159	203
Sep.	4,167	3,686	363	353	445	394	544	548	184	216
Jul.-Sep.	11,357	10,372	1,109	1,022	1,335	1,149	1,651	1,536	510	594
Season	46,979	43,004	4,717	4,412	5,410	4,724	6,790	6,189	2,026	2,011

1/ Data are for 4-week (28-day) periods to facilitate comparisons.

Table 15. SUMMARY: Volume and distribution of consumer purchases, percentage of families buying, and average prices paid for selected citrus juices and other products, September 1962-September 1961 1/

Commodity	Total purchases			Proportion of families buying		Purchases per buying family				Average price paid per can	
	Volume			Share of market		Number				Average size: Quantity per month	
	Sept. 1962	Sept. 1961	Change from 1961	Pct. 1962	Pct. 1961	Sept. 1962	Sept. 1961	Sept. 1962	Sept. 1961	Sept. 1962	Sept. 1961
FROZEN CONCENTRATED JUICES:	1,000	1,000									
Orange	6,562	5,560	+18	41.7	36.7	1.9	2.1	25.6	22.0	46	46
Miscellaneous	709	726	-2	4.5	4.8	---	---	17.0	15.7	---	---
Total	7,271	6,286	+16	46.2	41.5	---	---	---	---	---	---
CHILLED ORANGE JUICE	2,544	2,279	+12	4.0	3.8	2.4	2.7	41.8	40.5	102	112
CANNED SINGLE-STRENGTH JUICES:	1,000	1,000									
Orange	599	605	-1	3.2	3.4	1.6	1.7	55.0	53.4	89	92
Grapefruit	712	753	-5	3.8	4.2	1.5	1.5	71.6	70.9	108	108
Pineapple	957	1,222	-22	5.2	6.8	1.5	1.4	67.7	73.5	99	103
Prune	636	648	-2	3.4	3.6	1.8	1.9	42.8	41.1	79	76
Tomato	1,621	1,677	-3	8.7	9.3	1.5	1.5	65.0	64.4	95	93
Miscellaneous	1,357	1,473	-8	7.3	8.2	1.8	1.7	36.7	38.8	65	66
Total	5,882	6,378	-8	31.6	35.5	2.3	2.3	52.6	53.6	121	124
CANNED SINGLE-STRENGTH FRUIT DRINKS:											
Orange	579	490	+18	3.1	2.7	1.6	1.5	75.5	73.9	118	108
Pineapple-grapefruit	1,077	1,098	-2	5.8	6.1	1.4	1.4	85.9	82.6	123	118
Miscellaneous	1,727	1,862	-7	9.3	10.4	1.7	1.8	65.5	64.5	114	114
Total	3,383	3,450	-2	18.2	19.2	1.9	2.0	72.7	70.8	140	137
GRAND TOTAL- JUICES AND FRUIT DRINKS 3/	18,635	17,952	+4	100.0	100.0	---	---	---	---	---	---
CANNED GRAPEFRUIT SECTIONS	256	310	-17	---	---	1.5	1.6	40.5	39.2	60	61
						4.5	4.5	20.1	20.1	4/16	4/16

1/ Data are for 4-week (28-day) periods to facilitate comparisons. 2/ Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates. 4/ No. 303 can.

CONSUMER PURCHASES OF JUICES AND CANNED FRUIT DRINKS

Equivalent Single-Strength Cases of 24 No. 2's

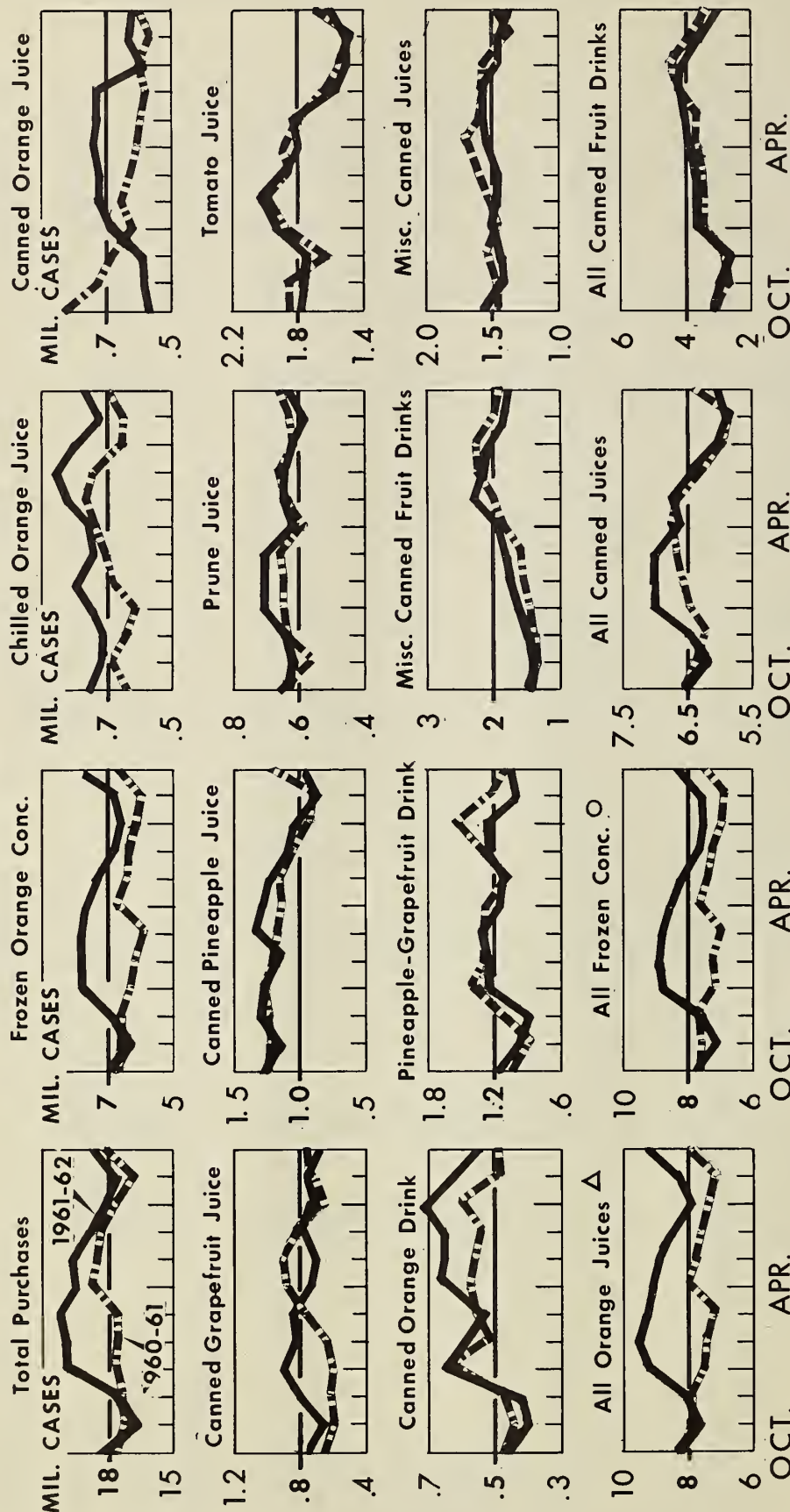
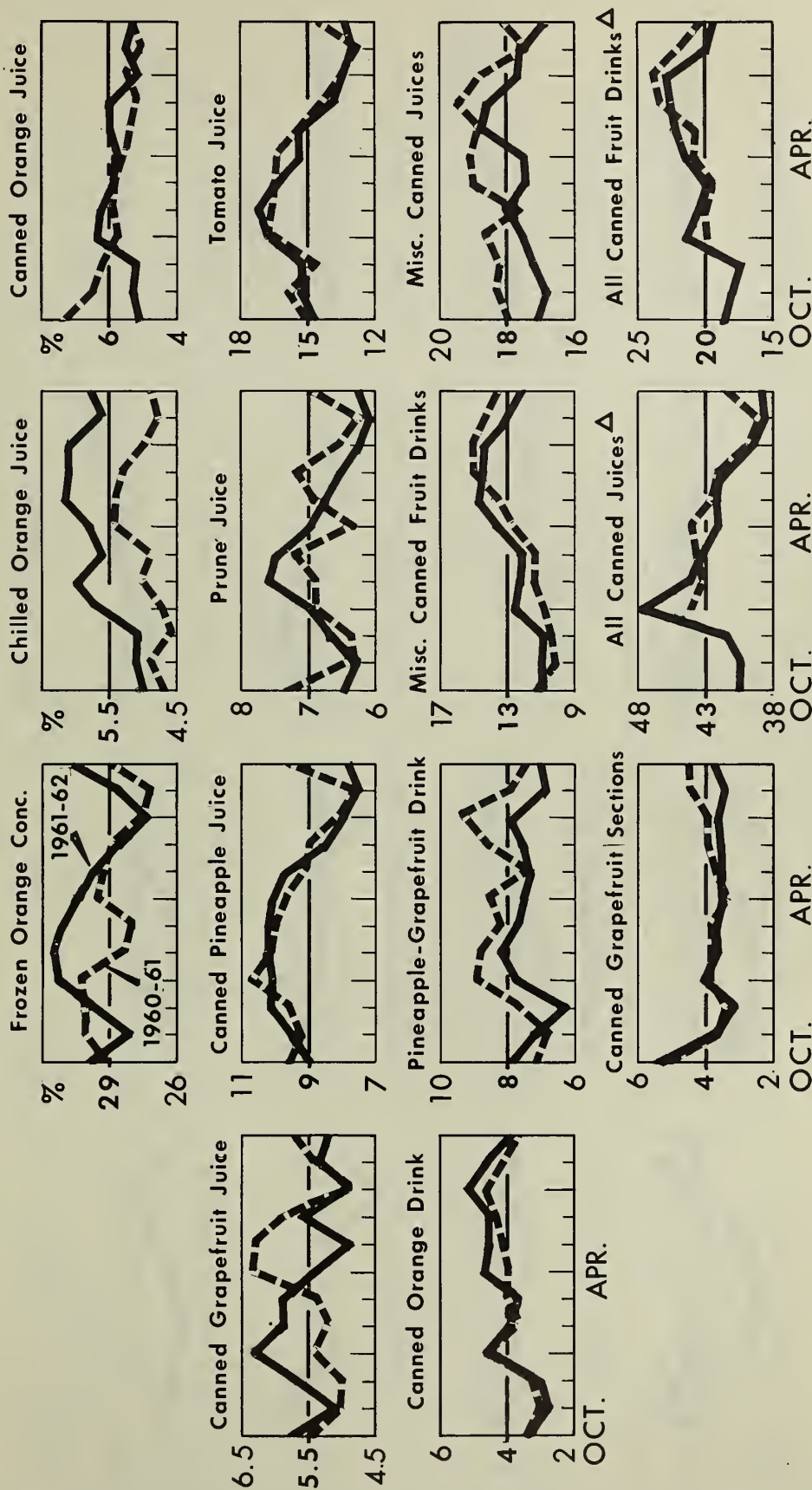


Figure 11

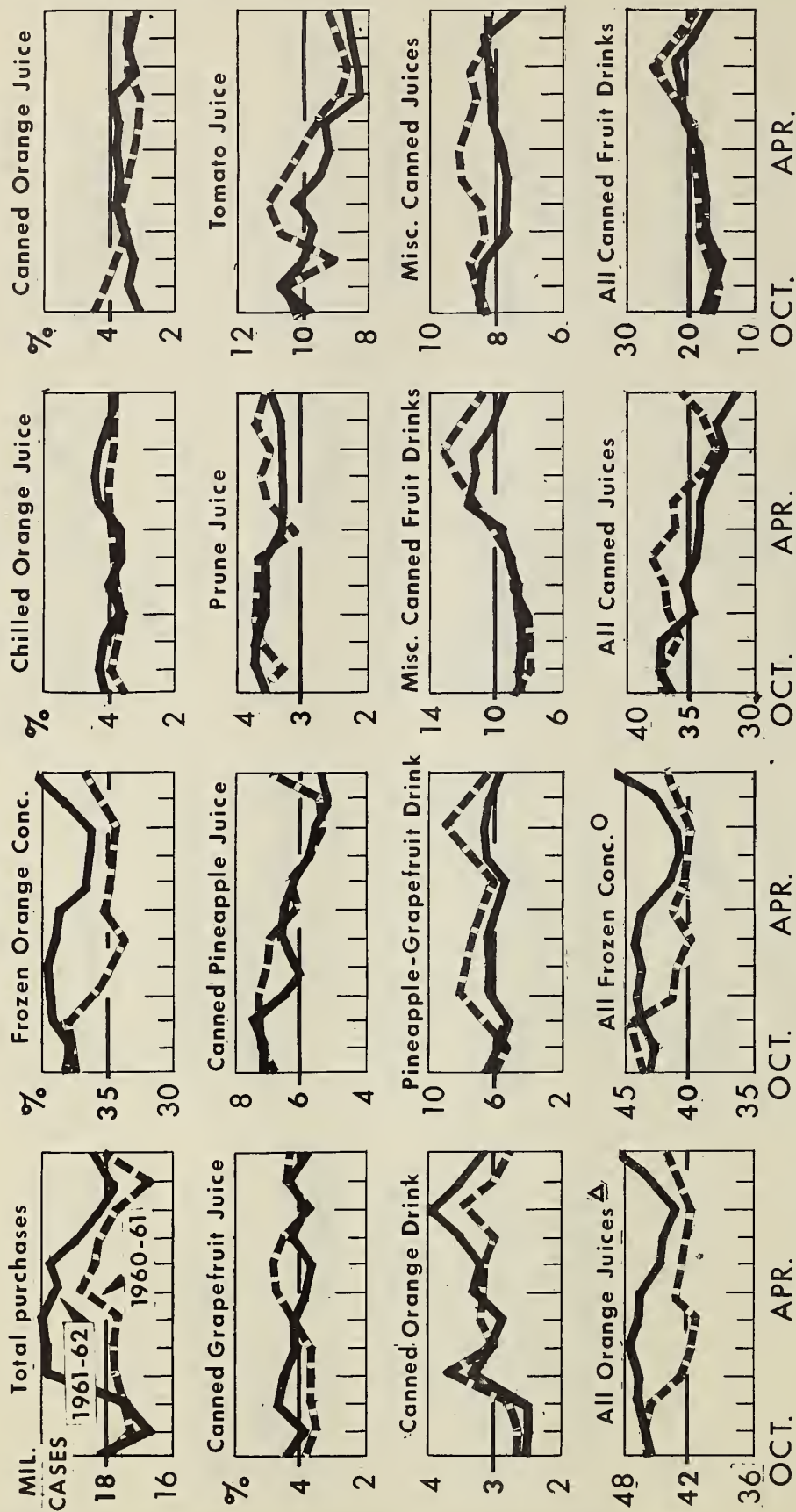
PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS



Δ DATA NOT AVAILABLE FOR OCT.-DEC. 1960.

Figure 12

SHARE OF HOUSEHOLD MARKET—JUICES AND CANNED FRUIT DRINKS



△ CONCENTRATE, CHILLED AND CANNED. ○ INCLUDES MISC. FROZEN CONCENTRATES NOT SHOWN SEPARATELY.

Figure 13

CONSUMER EXPENDITURES FOR JUICES AND CANNED FRUIT DRINKS BASED ON PRICES PAID FOR USUAL SIZE OF CAN

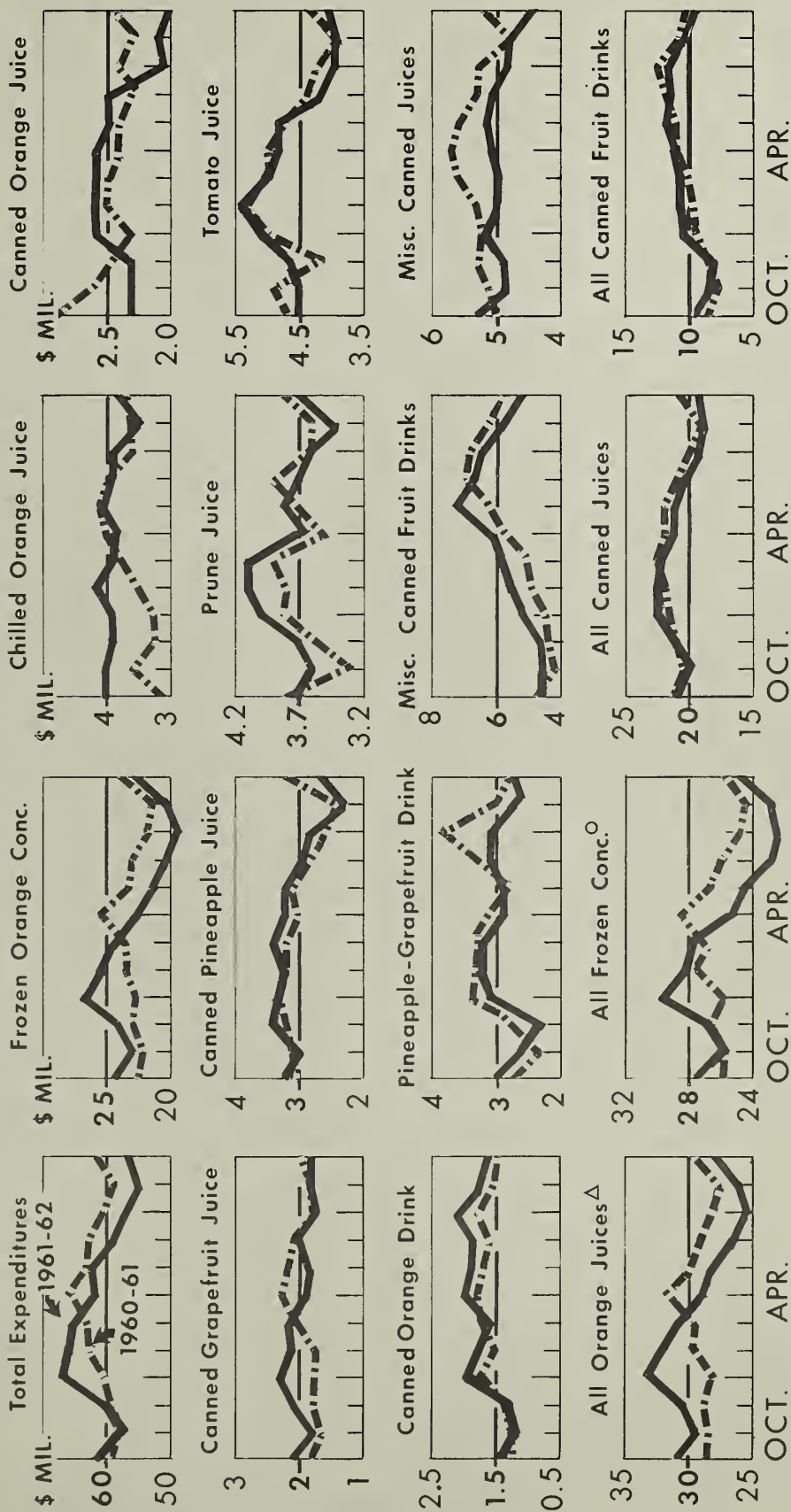


Figure 14

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